

Upsell

Upsell Fill-in-the-blank

Answer the following

Are you using the upsell strategy to your advantage?

If you are using the upsell strategy are cross-selling your customer as well?

Are you using fairly the upsell strategy without annoying your customer?

Have you systemise and automate your upsell strategy that was successful and documented why it has failed

The purpose of the upsell strategy fill-in-the-blank questionnaire is to assess if you have understood that the upsell strategy is to persuade a customer to buy something additional or more expensive.

Upselling is focused on upgrading or enhancing the product the customer is already buying. For example, a housekeeping service might upsell a customer buying a weekly cleaning package by offering a package with more rooms, and cross-sell by also offering a carpet deep cleaning service.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- Upselling is one of the most effective strategies to turn shoppers into very profitable customers and keep them coming back.
- upselling is a sales strategy with the purpose of increasing the average sales value of a customer.

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.

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